GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3303
ANSWERED ON:22.03.2017
Code and Conduct of Advertisement
Nete Shri Ashok Mahadeorao

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is considering to implement a new code of conduct to control the subject matter of the advertisements so that it could not cause any type of adverse effect on children;
(b) if so, the details thereof;
(c) whether this issue has been/is being investigated by the Advertising Standards Council of India;
(d) if so, the details thereof; and
(e) the outcome of such study in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (e): Advertisements telecast on private satellite TV channels are regulated as per Advertising Code prescribed under the Cable Television Network Rules, 1994 enshrined in the Cable Television Networks (Regulation) Act, 1995. Appropriate action is taken against the channel, if violation of the said Code takes place. The Code adopted by the Advertising Standards Council of India (ASCI), which is a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. Established in 1985, the Advertising Standards Council of India (ASCI) is recognized by industry, public and the government as the nodal expert body in India, which evaluates whether an advertisement is right or contravenes ASCI code. The overreaching goal of ASCI is to protect the interest of consumers by promoting ethical advertising and to keep out false, misleading, offensive, harmful, irresponsible and unfair advertisements. ASCI has set up Consumer Complaints Council (CCC) to consider complaints in regard to advertisements. The Act does not provide for pre-censorship of the advertisements aired on these channels. Rule 7(7) of the Advertising Code of Cable Television Network Rules, 1994 (CTNR, 1994) provides that no advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.

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